

Median Project



River Falls, before.

In 1990, the City of River Falls and the River Falls Main Street Program co-sponsored a design workshop to obtain public comments on the development of downtown master plan. The resulting plan called for an incremental approach to downtown public improvements, including a median tree-planting project in the first phase. The four-block project would visually break the wide “main” street in half and serve as a safety zone for pedestrians. Key project elements included

- removing asphalt paving and installing a raised curb and gutter,
- paving concrete,



River Falls, after.

- planting 32 large honey locust and maple trees,
- paving brick around each tree,
- installing stone planters, and
- putting in two cast-iron bollards to light the crosswalks.



River Falls, after.

Funding for the project was proposed in August 1992, and preliminary approval of the \$70,000 budget was granted in October. The project was then referred to the Main Street Design Committee to develop

aesthetic and functional details. The final plan indicated a need for additional funding. Main Street organized a fund-raising campaign to raise the additional \$8,000 needed. The “Green On Main” campaign allowed people to “adopt” the trees being planted in the median. Main Street organized teams of volunteers to provide the majority of the labor needed for the project. This saved the project more than \$44,000. The volunteers proved that public monies can be well-leveraged to create high-quality downtown enhancements that benefit the entire community.

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For more information, call the Wisconsin Main Street Program at (608) 266-7531.

